# When On-Ground Beats Online: What Schaeffler's 100-Day Training Van Taught Us About Real Engagement

Everyone's chasing online attention right now. Brands, agencies, even small-town shopkeepers are optimizing for clicks and impressions. And sure, that matters. But here's what a lot of marketers forget: people still trust what they can touch, see, and experience — far more than what they scroll past.

We got a front-row seat to this truth earlier this year, when Schaeffler India partnered with us at **Vigyapan Mart** to launch the RepXpert Training Van — a mobile training unit that spent 100 days on Indian roads, going city to city to train grassroots mechanics.

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This wasn't a branded vehicle for a photo-op. It was a working piece of infrastructure, and in many ways, it worked like a moving classroom — the same principle behind good **transit advertising**, where the message travels to the audience instead of waiting for them to show up.

## Why brands are quietly shifting budget to on-ground engagement

Digital ads are good at reach. They're not always good at trust. Channel partners — dealers, mechanics, distributors — don't just want to see your product on a screen. They want to touch it, ask questions, and see it work in front of them.

That's exactly what on-ground engagement formats like product launches, roadshows, dealer meets, and training programs deliver, and it's why more brands are investing here again — whether it's a workshop visit or a **retail** touchpoint where the product physically meets the buyer.

## What made the RepXpert van different

Instead of just promoting Schaeffler's automotive products, the van became a traveling classroom — combining education, live

demos, and hands-on interaction for mechanics who rarely get access to advanced automotive training.

Rahul Singh, **Vigyapan Mart's** founder, put it well:

*"This wasn't a brief for another branded vehicle — it was a request to build a working training infrastructure that had to hold up for 100 days on Indian roads, from metro cities to small-town workshops."*

That single line changes how you plan a campaign. Every panel, every fitting had to be engineered for durability — not just for a launch-day photo.

**The bigger lesson: trust is built by teaching, not selling**

One thing stood out through this campaign — when you lead with education instead of a sales pitch, trust follows naturally.

The van didn't ask mechanics to buy anything. It gave them skills and knowledge first.

That's the real unlock for channel partner relationships: value before ask.

**Where this leaves brands today**

If your growth strategy is 100% digital right now, campaigns like this are worth studying. Online will always scale faster. But for deep, lasting trust — especially with channel partners and technical audiences — nothing quite replaces a real person showing up with something genuinely useful to offer.

At **Vigyapan Mart**, we work across formats — from **OOH service** and street-level branding to experiential campaigns like this one — because different goals call for different tools. Sometimes it's a billboard. Sometimes it's a 100-day training van.